About the Contributors

**Wilson Ozuem** is Associate Professor of Digital Marketing at Regent’s University London (UK). His research interests include the implications of information technology for decision making by marketers and consumers. The results of his research have been published in scholarly journals and international conference papers, including *European Journal of Marketing, Journal of Strategic Marketing, Journal of Information Technology and Management, Education + Training*. Dr. Ozuem teaches in a number of UK universities, including University of Gloucestershire, University of Hertfordshire, University of West London, University of East London, Lincoln University, CAPA: The Global Education Network (London). Dr. Wilson holds a visiting professorial fellowship at the University of Tirana (Albania). Currently, he teaches MSc and MBA courses in marketing communications, Internet marketing, research methodology, and marketing management. He is a Fellow of the Chartered Institute of Marketing (FCIM) and has worked as a marketing consultant for several companies and organisations. He received his BA in Business from the University of Portsmouth, MA Marketing from University of West London, MBA from London Metropolitan University, MEd (Educational leadership and Management) from Open University (UK), Doctorate from Anglia Ruskin University, and Postgraduate Degree in Educational Research from University of Cambridge.

**Gordon Bowen** has a Doctorate in Business (University of Hull) and is a Chartered Marketer from the Chartered Institute of Marketing (UK). He is an Associate Lecturer at various universities and higher education institutions, including University of Gloucestershire, Regent’s University London, Ulster University, University of Hertfordshire and Grenoble Graduate Business School. His research interests are strategy, marketing, digital marketing, and SMEs, and he supervises PhD and DBA students in these areas. Gordon has held senior positions in the telecommunications industry, including strategy development, business development and training. He has also advised SMEs on business matters.

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**Yllka Azemi** is a PhD candidate at Cardiff Metropolitan University, Wales (UK). Her research interests include online service failure and recovery strategies, social media marketing, and brand relationships. She received her bachelor degree from Rochester Institute of Technology, USA and Master’s degree from University of Wales. She is an Assistant Professor in the College of International Management Globus, Kosovo, where she teaches a wide range of management courses, including strategic management and human resource management.
Nedra Bahri-Ammari is a permanent assistant professor (equivalent to associate professor in Europe) of marketing at IHEC of Carthage, Tunisia and a member of the LARIME research center. She holds a Doctorate in marketing and a master degree in Marketing from ISG of Tunisia, University of Tunis. She is a graduate of marketing from ISG of Tunis, University of Tunis. Dr. Bahri’s researches include: business-to-customer and business-to-business marketing, customer relationships management (CRM), social-CRM, customer satisfaction, loyalty, retention, technology’s implementation, firm profitability, enterprise Resource Planning (ERP) and Supply Chain Management. She has published in International peer-reviewed academic journals such as: International Journal of Contemporary Hospitality Management; Journal of Hospitality and Tourism Technology; Journal of Research in Marketing and Entrepreneurship; International Journal of Customer Relationship Marketing and Management; An International Journal of Science, Engineering and Technology. She has published a book on CRM and loyalty strategy also participated in the writing of books on tourism and social CRM. She has also been published in international and national academic conference proceedings (EUROMED, World Research Summit for Hospitality and Tourism, Marketing Trends, WASET, IBIMA, Academy of Marketing Science).

Deidre Bowen holds a Masters in Applied Management (Henley Business School) with distinction, is a qualified solicitor and completed her degree at Oxford University. She is currently a Regional Manager for a charity, specializing in safeguarding and business development. Her research interests are strategy, social media, SMEs sustainability and leadership. More recently, Deidre has explored how business effectiveness is impacted in recessionary conditions, with particular focus on the role of employee engagement.

Carlton Brown, PhD, MBA, PGDip, FISMM & MCMi, is an accomplished consultant, marketer and entrepreneur. Dr Brown is ‘‘scratch to £1 million turnover’’ start-up entrepreneur. His experiences over the last 25 years, 15 at director level, have led to Dr Brown becoming a sought-after lecturer, trainer, speaker and coach. He is frequently described as creative, diligent, innovative, energetic and motivational. He is a Member of the British Management Association (BAM), a Fellow of the Institute of Sales and Marketing Management (FLISMM) and Member of the Chartered Management Institute (CMI). He is also an author with articles on Leadership and Emotional Intelligence and Communication and Conflict which have been published in peer-reviewed international academic journals. Besides teaching, Dr Brown is a partner with Rathbone Results Limited, a blue-chip UK consultancy firm.

Sumesh Dadwal has 15 years of experience in business & academic research, teaching, eLearning, educational quality management in wide range of business subjects. As Senior Lecturer, assessor/examiner, quality auditor and Programme Leader of Business PGs, Dr. Sumesh has lead a team of experts in teaching & research, academics, research design, and actively participates at university assessment boards. He has also been associated with QAA for Reviewer for Educational Oversight. Dr. Sumesh also possess years of hands on industrial experience in constructions and agricultural supply chain. He is also PhD research Leader, supervisor as well as external examiner for PhD thesis. Dr. Sumesh has supervised graduate and postgraduate students, and also involved in PhD supervision. His core research areas include International Strategic Marketing & Globalisation, Strategic Management, consumer behaviour & misbehaviour, product launches, prosumers & experience economy, service encounters & sensational experiences, Research methods & Quantitative techniques.
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**Azizul Hassan** is a member of the Tourism Consultants Network of the Tourism Society, UK, and is currently working towards a PhD at Cardiff Metropolitan University. Hassan attended more than thirty four training workshops covering diverse aspects of research including the ‘International Workshop – Fielding challenges, challenging the field; The methodologies of mobility’ organized at the University of Oxford, UK. With his participation as the ‘Engaged Participant’, this workshop uniquely explored how ethnographers are responding methodologically to new questions being raised in the study of mobility and migration. His main areas of research are: technology-supported marketing in tourism; innovative marketing dynamics; destination branding in tourism; cultural heritage tourism; heritage interpretation; and sustainable management/marketing alternatives for cultural heritage industries. He is a regular reviewer of Tourism Analysis, the International Journal of Human Resource Management, the International Journal of Ecotourism, the eReview of Tourism Research (eRTR) and The International Interdisciplinary Business-Economics Advancement Journal.

**Margee Hume** is a Professor in the School of Business and Law at the University of Central Queensland. She researches in innovation in health, professional services, process mapping and service innovation. She has extensive skills in business operations/marketing strategy, interactive technology and strategic marketing. She has an impressive and extensive list of publications in prestigious journals and outlets. Her teaching interest includes service strategy, innovation and digital technology in particular healthcare interactive/digital technology. She specialises in novel methods including application of operations management techniques in a services paradigm. Margee is the leader of the Service Industry Innovation and work stream of the Centre for Tourism and Regional Opportunities and leads the funded research group service innovation and work supporting a collaborative group of national researchers.

**Kijpokin Kasemsap** received his BEng degree in Mechanical Engineering from King Mongkut’s University of Technology Thonburi, his MBA degree from Ramkhamhaeng University, and his DBA degree in Human Resource Management from Suan Sunandha Rajabhat University. He is a Special Lecturer at Faculty of Management Sciences, Suan Sunandha Rajabhat University based in Bangkok, Thailand. He is a Member of International Association of Engineers (IAENG), International Association of Engineers and Scientists (IAEST), International Economics Development and Research Center (IEDRC), International Association of Computer Science and Information Technology (IACSIT), International Foundation for Research and Development (IFRD), and International Innovative Scientific and Research Organization (IISRO). He also serves on the International Advisory Committee (IAC) for International Association of Academicians and Researchers (INAAR). He has numerous original research articles in top international journals, conference proceedings, and book chapters on business management, human resource management, and knowledge management published internationally.

**Amir Manzoor** holds a bachelor’s degree in engineering from NED University, Karachi, an MBA from Lahore University of Management Sciences (LUMS), and an MBA from Bangor University, United Kingdom. He has many years of diverse professional and teaching experience working at many renowned national and internal organizations and higher education institutions. His research interests include electronic commerce and technology applications in business.

**Aster Mekonnen** is a Lecturer in Marketing at GSM London (Partner of Plymouth University). Her research interests include Digital Marketing, Consumer Behaviour & Insight, Services Marketing,
and Affinity Marketing. Aster is also a member of a number of professional associations (Fellow of the Academy of Marketing Science, Member of Chartered Institute of Marketing and Member of the Academy of Marketing). Aster is a former researcher at the Open University Business School (OUBS) Marketing and Strategy Unit, and holds a master degree in Marketing from the University of Leicester. Prior to her research she has acquired extensive experience in the service industry.

**Bibi Nafiisah Mullo** is an ACCA affiliate and was awarded her MBA in Financial Management from London Metropolitan University, United Kingdom. Her research interest lies primarily in finance and marketing, with particular interest in the influence of technology on consumer’s behaviour. After her MBA studies, she progressed in her career as an accounts executive and is now the finance manager in a London law firm.

**Uzoechi Nwagbara** earned both BA and MA in English (Nigeria), MSc in Human Resource Management and PhD in Management (Corporate Social Responsibility & Sustainability Accounting) from University of Wales. He is author of four books as well as over one hundred publications in peer-reviewed international journals such as *Thunderbird International Business Review, East-West Journal of Economics & Business, International Journal of Technology & Sustainable Development, Polish Journal of Management Studies, Nordic Journal of African Studies, African Identities, Leadership, Leadership Review,* and *Journal of International Women’s Studies,* among others. Dr Nwagbara is on the editorial boards of six international journals and acts as member advisory board to *Journal of Sustainable Development in Africa* (Clarion University, Pennsylvania, USA). Dr Nwagbara is management lecturer, consultant and writer. He teaches at Greenwich School of Management London as well as Visiting Professor at London School of Commerce (LSC). Dr Nwagbara has professional affiliations including British Academy of Management (BAM), European Association for the Study of Literature, Culture and the Environment (EASLCE), Postcolonial Studies Association (PSA) & Royal African Society (RAS), among others.

**Emeka Smart Oruh** obtained BSc in Management and Information Technology and MBA in Human Resource Management both from Plymouth University, UK. He is currently undertaking doctoral studies in Management at Brunel University. Mr Oruh has authored a number of academic articles including ‘Towards Sustainable Human Resource Information Systems (HRIS) in the Nigerian Banking Sector: The Role of New Media’ and ‘Giving Voice to the People: Exploring the Effects of New Media on Stakeholder Engagement in the Nigerian Trade Union’. His book reviews have appeared in *Journal of Pan African Studies* and *African Studies Quarterly*. He has attended and presented at (academic) conferences including the 2015 British Academy of Management (BAM) conference at Portsmouth University.

**Celia Almeida Pinho** completed her Master of Business Administration (MBA) at the University of West London. Her dissertation primarily focused on informational and normative influences of consumer generated content and its perceived customer value within online environments. Her general research interests include the field of digital marketing, in particular, consumer behaviour and branding strategies in online marketing environments. She is currently working for Guardian News and Media.

**Ellen Stokinger** holds a Master of Science in Strategic Marketing and Sales Management (with distinction) from London Metropolitan University, a Bachelor of Arts in Business Administration from Lancaster University (UK), and a Bachelor of Science Degree in International Management from Eu-
European School of Business in Germany. Her research interests lie primarily in social media and online brand communities, particularly the influence of social media on the luxury beauty brands. Ellen has worked for a number of cosmetics companies, including L’Oréal and Estée Lauder. Ellen is now working in the digital customer experience team at Burberry.

Geoffrey Webster is a Doctoral student at the Central Queensland University (Australia). His research pursuits include the comparative study of social media as well as other community and local area marketing techniques, contemporary versus traditional as used by small to medium enterprises, particularly amongst franchise businesses. Geoffrey holds an Education Master’s degree in Training and Development from Griffith University, a bachelor of Applied Science, Built Environment, from Queensland University of Technology. Prior to his PhD programme, Geoff was the marketing director of a plastics manufacturing and fabrication company.